MINUTES - REGULAR MEETING
SANTA MARIA CITY COUNCIL

CITY HALL COUNCIL CHAMBERS
SANTA MARIA, CALIFORNIA

SEPTEMBER 19, 2017

CALL TO ORDER:
Mayor Patino called the meeting to order at 4:00 p.m.

ROLL CALL:
MEMBERS PRESENT
Councilmembers Boysen, Cordero, Moats, Waterfield, and Mayor Patino.

STAFF MEMBERS PRESENT
City Manager Haydon, City Attorney Trujillo, Director of Human Resources & Records Anderson, and Chief Deputy City Clerk Garietz.

PUBLIC COMMENT:
There were no requests to speak.

RECESS:
Mayor Patino recessed to a Closed Session at 4:02 p.m. for:

1) CONFERENCE WITH LABOR NEGOTIATORS pursuant to Section 54957.6 of the Government Code. Agency representatives: City Manager and Director of Human Resources & Records. Employee Organizations: Service Employees International Union (SEIU) Local 620, Santa Maria Police Association of Middle Management (SMPAMM), Santa Maria City Fire Fighters' Union Local 2020 (Local), Non-Represented Management and Confidential Employees, and Public Safety Managers.

2) PUBLIC EMPLOYEE APPOINTMENT pursuant to Subdivision (b)(1) of Government Code Section 54957. Title: City Manager

INVOCATION:
Jon Bronkowski of Central Coast Rescue Mission gave the Invocation.

PLEDGE OF ALLEGIANCE TO THE FLAG:
Councilmember Waterfield led the Pledge of Allegiance.

RECONVENE THE MEETING AND CALL TO ORDER:
Mayor Patino reconvened the meeting and called the meeting to order at 5:30 p.m.

ROLL CALL:
MEMBERS PRESENT
Councilmembers Boysen, Cordero, Moats, Waterfield, and Mayor Patino.

STAFF MEMBERS PRESENT
City Manager Haydon, City Attorney Trujillo, Director of Human Resources & Records Anderson, Fire Chief Champion, Director of Finance Harvey, City Librarian Housel, Director of Public Works Kahn, Director of Community Development Ng, Director of Utilities Springer, Assistant City Manager Stilwell, Assistant City Attorney Mollenkopf, Police Commander Schneider, and Chief Deputy City Clerk Garietz.

CLOSED SESSION REPORT
City Attorney Trujillo announced that there was no reportable action taken for either Closed Session Item Nos. 1 or 2.

1. PROCLAMATIONS/COMMENDATIONS/PRESENTATIONS:

A. PRESENTATION OF THE SANTA MARIA VALLEY BEAUTIFUL PROGRAM AWARDS
Santa Maria Valley Beautiful President Cyrina Brogiotti announced the top seven award winners as Mayor Patino presented certificates to each recipient. Ms. Brogiotti invited everyone to attend the presentation of residential and commercial award winners at Shepard Hall in the Library following the Council meeting.

B. PROCLAMATION – CONSTITUTION WEEK
Councilmember Waterfield presented a proclamation in honor of "Constitution Week," September 17-23, 2017. Kristine Mollenkopf accepted the proclamation and spoke about the Daughters of the American Revolution group.

C. PROCLAMATION – ACTIVE AGING WEEK
Councilmember Moats presented a proclamation in honor of "Active Aging Week," September 24-30, 2017. Longtime Recreation & Parks supporters Inice Edwards and Madge Brockhaus, along with staff member Barbara Wiley, accepted the proclamation. Ms. Wiley distributed *Active Aging Week* materials to the Council.

D. PROCLAMATION – ENERGY AWARENESS MONTH
Councilmember Boysen presented a proclamation in honor of "Energy Awareness Month," October 2017. Dave Cross, Program Manager for the Energy Watch Partnership, and Paolo Morais of the Southern California Gas Company accepted the proclamation.

2. PUBLIC COMMENT PERIOD
Dawn Kamiya, representing the Santa Maria Valley Mussell Senior Club, spoke about activities the group will be offering and recognized officers and volunteers of the Club. She also invited everyone to join the Club.

Connie Logeman, representing Casa of Hope, provided an update on the group's progress becoming established as a non-profit, faith-based establishment that will support women who have been victimized by human-traffickers. Casa of Hope will provide a safe, healing, and educational place for women to come to. The group has established a webpage at casaofhope.org.

Ernest Armenta expressed concerns that the Lompoc jail facilities agreement was on the Consent Calendar instead of Regular Business as he had questions and comments about the agreement. He requested that fewer items be placed on the Consent Calendar so the public could have the ability to comment and ask questions of the Council and staff.

City Manager Haydon commented that the reason the agreement with Lompoc was on the Consent Calendar was because staff felt it was a routine administrative item. When the City used to book arrestees at the County facility on Foster Road, the facility would not take people if they presented any type of medical condition; therefore, this agreement specified that a medical evaluation was being required as part of the process. Additionally, staff did not expect to use Lompoc's facility on a regular basis, but as a back-up as needed.

3. CONSENT CALENDAR:
Councilmember Waterfield recused herself from voting on Item 3D (Warrants), due to a financial conflict.

Consent Calendar Items 3A through 3H (except Item 3D) were approved on motion by Councilmember Boysen, seconded by Councilmember Waterfield, and carried on the following vote: 5-0

AYES: Councilmembers Boysen, Cordero, Moats, Waterfield, and Mayor Patino
NOES: None
ABSENT: None
ABSTAIN: None

Consent Calendar Items Item 3D was approved on motion by Councilmember Boysen, seconded by Councilmember Moats, and carried on the following vote: 4-0-1

AYES: Councilmembers Boysen, Cordero, Moats, and Mayor Patino
NOES: None
ABSENT: None
ABSTAIN: Councilmember Waterfield

A. ORDINANCES
The reading in full of all ordinances and resolutions was waived. Ordinances on the Consent Calendar were adopted by the same vote cast at the first reading unless City Council indicated otherwise.

B. MINUTES
The Minutes of the regular Meeting of the City Council of September 5, 2017, were approved as submitted.

C. FAITHFUL PERFORMANCE BOND – FAIRWAY BUSINESS PARK
The City Council accepted as complete the Public Improvements for Street Trees associated with Fairway Business Park, Tract 5988, and authorized the release of the Faithful Performance Bond for Street Trees [#388862S] in the reduced amount of $1,500 posted in the form of a Surety Bond to

guarantee installation of the required street and easement trees, including the cost of maintaining the trees for one (1) year after acceptance of the landscaping.

D. WARRANTS
Warrant Nos. 209627 to 209851 totaling $1,385,106.10 were ordered ratified subject to having been certified as being in conformity with the budget and having been approved for payment by the Director of Finance. Warrant Nos. 203231, 204237, 209236, 209427, and 209600 were cancelled.

E. PAYROLL
Payment of payroll was ordered ratified subject to having been certified by the proper Department Heads, as shown on records on file in the Department of Finance and having been approved for payment by the Director of Finance.

F. HAZARD MITIGATION PLAN
Resolution No. 2017-109 was adopted approving the 2017 City of Santa Maria's Hazard Mitigation Plan as an annex to the Santa Barbara County Multi-Jurisdictional Hazard Mitigation Plan, and directing staff to incorporate the Plan into the Safety Element of the City's General Plan.

Resolution No. 2017-109 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, ADOPTING THE 2017 CITY OF SANTA MARIA HAZARD MITIGATION PLAN AND INCORPORATING IT INTO THE CITY'S SAFETY ELEMENT OF THE GENERAL PLAN.

G. CITY OF LOMPOC JAIL FACILITIES AGREEMENT
Resolution No. 2017-110 was adopted approving an Agreement with the City of Lompoc for the use of its jail facilities.

Resolution No. 2017-110 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, APPROVING THE AGREEMENT BETWEEN THE CITY OF SANTA MARIA AND THE CITY OF LOMPOC FOR PURPOSES OF BOOKING ARRESTEES AT THE LOMPOC CITY JAIL.

H. 2017 LIST OF ROAD MAINTENANCE & REHABILITATION PROJECTS (SB 1)
Resolution No. 2017-111 was adopted approving the 2017 List of Road Maintenance & Rehabilitation Account Projects in accordance with Senate Bill 1.

Resolution No. 2017-111 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, AMENDING THE 2017-18 BUDGET TO INCORPORATE A LIST OF PROJECTS FUNDED BY SENATE BILL 1, THE ROAD REPAIR AND ACCOUNTABILITY ACT OF 2017.

4. 2016-17 YEAR-END ANNUAL REPORTS BY THE SANTA MARIA VALLEY CHAMBER OF COMMERCE. The City Council received the year-end reports on the Visitor and Convention Bureau Services by Jennifer Harrison, Director of the Visitors' Bureau, and the Economic Development Services by Suzanne Singh, Economic Development Director.

Jennifer Harrison began the presentation on the Visitor and Convention Bureau Services saying the Bureau's main focus was to build a vibrant tourism economy. Transient Occupancy Tax (TOT) is generated by room tax on overnight stays. In FY 2016-17, the Chamber continued to see growth of 1.4 percent in TOT. Marketing efforts through the Tourism Marketing District (TMD) have improved signage in the City by adding a new welcome sign south of the City, trade show backdrops, and brochures that promote wineries and barbecues.

Out of area Visitor Guide placements have been expanded to five (5) visitor centers, including the Burbank airport. The marketing brochure is distributed at more than 650 locations. Five (5) email blasts promoting the City of Santa Maria go out per week to over 12,000 subscribers. The implementation of the Santa Maria Wine Trolley (that ran from Memorial Day to October 1st) has enhanced visitor experiences. In the last three months, more than 600 riders have taken the Wine Trolley.

The Visitor's Bureau also promotes events that support community interests and generate overnight stays. This year, $50,000 was allocated to more than 20 marketers to help with event promotion. Television spots promoting the rodeo were placed on the wranglernetwork.com website and CBS Sports network. The role of the TMD is to market the Santa Maria Valley as a tourist destination. The bulk of the marketing budget went into the California State Visitor's Guide, and the digital and social media platforms.

Elite Magazine, NorCal Wine, International Food Wine and Travel Writers Association, A Global Lifestyle, Touring & Tasting Magazine, Visit CA, and Wine N Friends all published promotional articles on the Santa Maria Valley. The LA Times, Travel Channel, and Wine Enthusiast also had features on the area. The number of website visits more than tripled in 2016-17. Efforts to bring visitors to the website included a "Let's Get Together Getaway" for four (4) valued at $2,500. Website surveys indicated wineries and breweries were the number one interest of visitors. Visitor surveys indicated 95 percent of visitors rated their trip to Santa Maria Valley as excellent or very good.

Councilmember Waterfield asked about promoting sports, bicycling, marathons, and other outdoor events.

Ms. Harrison responded that the TDM plans to evolve brand awareness to emphasize that Santa Maria has much more to offer than just barbecuing and wineries. The outdoors, sports, and family-time will be emphasized in the new campaign, particularly to the Los Angeles audience whose environment is typically so congested.

Suzanne Singh gave a presentation on the Economic Development Services and opened her presentation with a list of the members of the Economic Commission emphasizing the inclusiveness of a variety of businesses in the area such as government entities, community associations, and non-profits. Examples of the types of requests her office has received include requests for information about available land, retail space, needs for a processing facility, a new hotel site, and a demo/rebuild project.

Tours and forums are held to allow businesses inside the community and outside the area to understand what each other does. Website improvements and tools include new branding, data tools for demographics, community profiles, labor force statistics, and tracking consumer expenditure with regard to entertainment, food/beverage, and education. Partnership programs include the Santa Barbara County Energy Watch program, Recycling Market Development Zone, and Green Business Program of Santa Barbara County. Economic Development Partners include the City of Santa Maria and the Santa Maria Public Airport. Regional Partners include the Economic Vitality Team of Santa Barbara County, the Workforce Development Board, Softec, CalPoly, SCORE, the EconAlliance of Northern Santa Barbara County, City of Guadalupe, Energy & Agriculture Industry Outreach and Local Educational Systems.

Future endeavors will include strengthening the business support network, business expansions and locations; broker and property owner engagement, continued development of strong marketing pieces, attracting retailers, and continuing to partner with City staff on process improvements.

Councilmember Waterfield asked what type of arrangements were being made with airlines through the airport district.

Glenn Morris responded that the airline industry had not committed to additional services in Santa Maria at this time. The Chamber will continue to work with the Airport District to get new airlines to Santa Maria. The effort to open a customs office is still being worked on, as is the opening of a new FedEx facility.

Mr. Morris closed the presentation thanking City staff for their support.

Councilmember Boysen asked about the Tourism Business Improvement District (Tourism Marking District) funds.

Mr. Morris responded that the program began in January 2016, collection of the tax began in February, a strategy was implemented over the following months, and the Chamber has been accepting funds for just over a year. The funds are being used to concentrate on the Visitor's Bureau and visitor experiences. Early indicators, such as website traffic, have been very encouraging.

Ernest Armenta asked how much the City contributes financially to the Chamber.

City Manager Haydon responded that the City contributes about $600,000 annually for Visitor and Convention Bureau services.

Mr. Armenta asked if other businesses contributed to the Chamber as well and suggested lowering the contribution from the City.

5. PUBLIC COMMENT PERIOD

Ernest Armenta stated he believed that the City Attorney, City Treasurer, and City Clerk should all be elected positions responsible to only the voters. He also requested that there be an audit of all City departments.

REPORT BY CITY MANAGER:
City Manager Haydon reported the next City Council meeting would be October 3, 2017. Items on the agenda include proclamations, a no-stopping zone, the Block Grants Advisory Committee's list of priorities for Community Development Block Grants funding, the first amendment to the water agreement with CCWA, and the Public Art Master Plan.

ORAL REPORTS OF COUNCILMEMBERS AND OFFICERS (INCLUDING AB1234 REPORTS):
Councilmember Boysen had no reportable AB1234 meetings.

Councilmember Waterfield reported that she attended the Law Enforcement Appreciation Dinner, a LAFCO meeting, the League of California Cities Annual Conference in Sacramento, the City's employee annual barbecue, and the Mayor's Task Force meeting.

Councilmember Moats reported that he attended the Law Enforcement Awards Dinner.

Councilmember Cordero reported that he attended the Law Enforcement Awards Dinner, the League of California Cities Annual Conference in Sacramento, the Mayor's Task Force Meeting, and the City's employee barbecue.

Mayor Patino reported that she attended the disabled American Veterans lunch; the Mayors' Ball Committee Lunch; the Law Enforcement Appreciation Dinner; the 2017 Business Expo; and APCD Meeting; the League of California Cities Annual Conference in Sacramento; the City's employee barbecue; and the Mayor's Task Force meeting.

ADJOURNMENT:
There being no further business before the City Council, Mayor Patino declared the City Council meeting adjourned at 7:07 p.m.

APPROVED:

October 3, 2017
Date

Rhonda M. Garietz, CMC
Chief Deputy City Clerk and ex officio Clerk of the City Council

Alice M. Patino
Mayor of the City of Santa Maria

ATTEST:

Rhonda M. Garietz, CMC
Chief Deputy City Clerk